

**THE IMPACT OF HUMOR ADVERTISEMENT, BRAND AWARENESS,
SALES PROMOTION, AND PERCEIVED VALUE ON PURCHASE
INTENTION TOWARD AXIS PROVIDER IN SURABAYA**



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BUSINESS FACULTY
WIDYA MANDALA CATHOLIC UNIVERSITY
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THESIS

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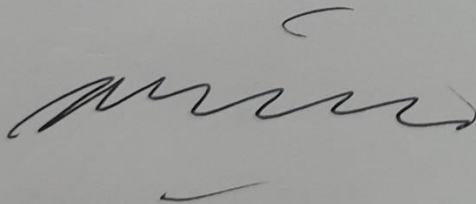
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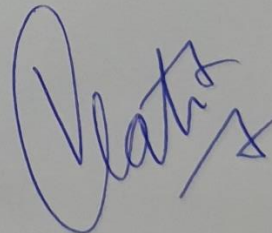


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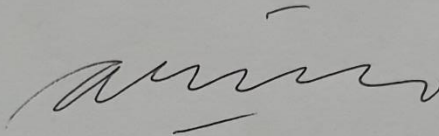
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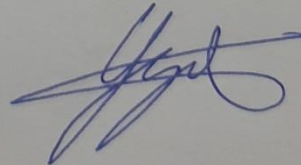
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FOREWORDS

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ABSTRACT

This research is intended in examining the impact of humor advertisement, brand awareness, sales promotion, and perceived value on purchase intention toward AXIS provider in Surabaya. Data analysis technique used in this research is Structural Equating Modeling (SEM) with Partial Least Square (PLS). The object of this study is the AXIS potential customers in Surabaya, with a total sample of 100 respondents. The sampling used in this research is distributing questionnaires to the AXIS potential customers in Surabaya.

The results of study indicate that humor advertisement has significance impact on brand awareness, however, humor advertisement and sales promotion does not have significance impact on purchase intention, while brand awareness and perceived value show significance impact on purchase intention.

Key Words: Humor advertisement, brand awareness, sales promotion, perceived value, purchase intention.

ABSTRAK

Penelitian ini bermaksud untuk menguji dampak dari iklan humor, kesadaran merek, promosi penjualan, dan nilai yang dirasakan pada niat pembelian terhadap provider AXIS di Surabaya. Teknik analisis data yang digunakan dalam penelitian ini adalah Structural Equating Modeling (SEM) dengan Partial Least Square (PLS). Objek penelitian ini adalah pelanggan potensial AXIS di Surabaya, dengan jumlah sampel sebanyak 100 responden. Pengambilan sampel yang digunakan dalam penelitian ini adalah menyebarkan kuesioner kepada pelanggan potensial AXIS di Surabaya.

Hasil penelitian menunjukkan bahwa iklan humor memiliki dampak signifikan terhadap kesadaran merek, namun, iklan humor dan promosi penjualan tidak memiliki dampak signifikan terhadap niat pembelian, sedangkan kesadaran merek dan nilai persepsi menunjukkan pengaruh signifikan terhadap niat pembelian.

Kata Kunci: *Humor advertisement, brand awareness, sales promotion, perceived value, purchase intention.*